

Solutions to
the **Catering Crisis**
Business Conference 2019



Tuesday, 5th March
Meridian Grand London
www.cateringcircle.co.uk



**Her Majesty
the Queen**



BUCKINGHAM PALACE

The Queen has asked me to thank you for your kind letter on behalf of all those associated with the Catering Circle, sent on the occasion of your fourth Business Conference 2019 and Restaurant Star Show Awards which are being held on 5th March at the Meridian Grand in London.

Her Majesty values your continued support and, in return, has asked me to send her warm good wishes to all those who will be present for a most enjoyable event.

A handwritten signature in blue ink, appearing to read 'A. Paterson'.

Andrew Paterson
Head of Operations, Private Secretary's Office



Michael Ellis MP



**Department for
Digital, Culture
Media & Sport**

Thank you for your letter of 27th December inviting the Prime Minister, the Rt Hon Theresa May MP, to the Catering Circle's Business Conference 2019 and Restaurant Star Show Awards. I am sorry that she is unable to attend, but she has passed this request over to me, as Minister for the Arts, Heritage and Tourism.

The tourism and hospitality industry is very important to the UK, employing millions of people and contributing billions to the economy. Initiatives like the Restaurant Star Show Awards are an important way of celebrating the vibrant and diverse landscape of the UK hospitality. They reward the hard work and dedication of all those involved in the sector.

As the Minister for the Arts, Heritage and Tourism, my aim is to promote the work of the hospitality industry, both nationally and abroad. I am proud to represent organisations such as yours and have been pleased to see first-hand many examples of outstanding work in the hospitality and tourism sectors.

I congratulate everyone shortlisted and wish them all the best for their future careers.

Michael Ellis MP
Minister for Arts, Heritage and Tourism



The Rt Hon Theresa Villiers MP
Conservative



HOUSE OF COMMONS

I am delighted to provide this statement of support for the Channel S Business Conference 2019 and Restaurant Star Show Awards. This initiative by Channel S is an excellent way to highlight the success of British Bangladeshi businesses and it is great that the Bayleaf restaurant in Whetstone in my constituency has done so well in the contest.

I send my best wishes to Channel S and to everyone taking part in the conference and awards ceremony.

Theresa Villiers
Member of Parliament for Chipping Barnet



Saida Muna Tasneem
Bangladesh High Commissioner



High Commission for the People's Republic of Bangladesh
London, United Kingdom

It gives me great pleasure to put on record my message of support to the Catering Circle on its occasion of fourth Business Conference and Restaurant Star Show Awards to be held on 5th March 2019.

I congratulate the Catering Circle for their good work as a media platform for addressing the issue of the curry industry in a spirit of collectivism. It is also commendable that they are patronising young talent in order to instil innovative ideas and new leadership into the industry. Efforts and initiatives of the Catering Circle already undertaken deserve appreciation and would certainly contribute towards building a sustainable curry industry.

Bangladesh High Commission looks forward to working closely with the Catering Circle, the Asian curry industry and the UK government to bring about desired and sustainable changes in the industry and enlarge welfare of its vibrant members.

I am wishing Fourth Business Conference and Awards event a great success. I hope that the Catering Circle will continue to work towards their cherished goals and organise more of such showcasing events promoting our curry industry in the coming days.

Saida Muna Tasneem
Bangladesh High Commissioner



Rt Hon Stephen Timms MP



HOUSE OF COMMONS

I write to commend the Catering Circle for your work raising standards in the Indian restaurant industry nationwide. I look forward to joining you at the fourth Business Conference 2019 and Restaurant Star Show Awards.

The efforts of the Catering Circle are very welcome while business owners and restaurateurs navigate a variety of challenges to secure the future success of the catering and curry industry – an industry which provides a national culinary favourite.

I look forward to continuing to support this important work.

With all best wishes,

Yours sincerely,

A handwritten signature in black ink that reads "Stephen Timms".

Stephen Timms
Member of Parliament for East Ham



Lord Bilimoria, CBE, DL



I am delighted to express my support for the fourth Catering Circle Business Conference 2019 and the Restaurant Star Show Awards. I would also like to extend my sincere congratulations to all of the winners, finalists and participants, and my apologies for being unable to attend.

Catering Circle is undoubtedly a valuable resource for the British-Asian restaurant industry – which employs more than 100,000 people – and is fundamental to promoting and incorporating South Asian cuisine into British culture.

It is estimated that 23 million people – around one-third of the UK population – eat curry regularly. It is thanks to organisations like Catering Circle, that curry takes such a prominent place in British life.

As the founding chairman of the UK-India Business Council, I am enthused by any platform that creates a support network for this industry and infuses British and South Asian culture. But Catering Circle's impact goes far beyond food. The cultural and economic benefits of a thriving curry industry are essential for a prosperous and diverse Britain.

Once again, congratulations to everybody participating this evening and I wish you all every success in helping to improve and promote Asian cuisine nationwide.

Lord Bilimoria CBE DL



The Rt Hon Baroness Uddin



I am delighted to know that The Restaurant Star Show Awards – brought to you by the Catering Circle media platform – celebrate the brilliance and vibrancy of the UK's eating out scene, and reward some of the very best restaurants the country has to offer.

I would like to welcome you all to the 4th Business Conference of the Catering Circle and extend my congratulations to every single one of those being recognised and awarded for their achievements tonight. It also gives me great pleasure to convey my support to the catering circle team for their dedication and hard work to unite the catering industry within the Bangladeshi community in the UK.

Congratulations to Channel S and the Catering Circle team on this marvellous initiative and request that the result of all this good work be directed at the relevant departments to act upon.

Manzila Uddin

Founder - All Party Parliamentary Group on Catering and Curry Industry



Member of Parliament
Paul Scully MP



HOUSE OF COMMONS

I am delighted to offer a message of support to the fourth Catering Circle Business Conference and Restaurant Star Show Awards 2019.

As the chair of the APPG for Curry Catering I have always endeavoured to be a strong voice in Parliament for the Catering Industry and the vast contribution it makes to our economy and communities.

I believe the innovative approach taken by Catering Circle is well tailored to deal with the many issues currently facing the industry. I know there have been roadshows, focus groups and consultations across the UK in recent years and that industry experts and community leaders have been extensively engaged.

The excellent restaurant talent show was a brilliant and topical notion at a time when healthy eating is moving up the agenda politically and across society. I very much look forward to finding out who amongst the brilliant participants is chosen as the winner in March.

Best wishes

Paul Scully
Member of Parliament for Sutton and Cheam



Mrs Anne Main MP



HOUSE OF COMMONS

I am delighted to send my support to all at the Catering Circle team ahead of their business conference. It is always a special evening.

The British curry industry is vital to our economy and our communities. Events like this are important to give the recognition many in the industry deserve.

Good luck to all the nominees for awards. I wish you all the best in hosting the event.

With best wishes

Mrs Anne Main
Member of Parliament for St Albans



Catering Circle (CC) is a collective platform of restaurant professionals devoted to the sole purpose of creating the most favourable business environment for our catering industry. As the voice of British Asian restaurants, we are dedicated to meeting the diverse needs of our unique industry partners and restaurant operators, providing valuable information and exclusive opportunities. Together, we help to improve business and achieve success. As a media platform with a massive audience in the UK, we continue to be the foremost resource for our industry.

“

Our mission is to be the most trusted and relevant business success resource for British Asian restaurants. The CC Action team and our partners would like to thank you for your support of this platform and industry. We are uniquely qualified and positioned to ensure that we represent your best interests at all levels, from community to government, to promote industry growth.



Md Abdul Haque
Founder



Ahmed us Samad Choudhury JP
Chief Advisor



Towhid Shakeel
Marketing & Brand Director



Altaf Hussain
Executive Member



Helal Malik
Executive Member



Forhad Hussain Tipu
Executive Member



Ruhul Shamsuddin
Executive Member



Murad Ahmed
Executive Member

Business Conference 2019

Tuesday, 5th March



Programme

Doors open and registration	4:45 pm
Networking - Meridian Ballroom	5:00 pm
<i>Welcome drinks and canapés served</i>	
Guests take seats in Conference Hall	7:00 pm
Business Conference commences:	7:30 pm
<i>Entertainment: Classical Music</i>	
<i>Summary of Catering Circle Shows</i>	
<i>Restaurant Star Show Awards</i>	
<i>Panel Discussion: Impact of Brexit on Catering Industry</i>	
<i>Final words from Channel 5 Management</i>	
Dinner	9:45 pm
Event Closes	11:00 pm

Solutions to the Catering Crisis

In 2015, ten national road shows identified the issues affecting the curry industry. In 2016, we produced 12 live talk shows where we found solutions to the catering crisis. And in 2017, we produced a series of 12 live Restaurant Talent Shows to highlight success stories and found twelve winners. In seasons 3, Restaurant Star Show we found one star winner of 12 winners from Season 2.

Tonight we will celebrate these great talents and inspiring restaurateurs and move towards Season 4 of the Catering Circle Live TV Show Series: The Restaurant Talent Show 2019.

Shedding Light on PURELY FUNCTIONAL FOOD



Where a new dish can expand your menu and a new connection can expand your business, Catering Circle acts there as the catalyst on demand.

We are living in a time of unprecedented interest in healthy creative food and wellbeing. Today's food needs to be purely functional: it should sustain us, provide fuel, be safe, and be nutritious. Some of us ask of food that it be delicious, interesting, and pleasurable. Others, that it be authentic, wholesome, and sustainable. On another extreme end, there are those who want frictionless eating experience. Between these cultural tensions, opportunity spaces abound in which a brand can innovate. At this backdrop, taking the initiative of innovation development, the Catering Circle is dedicated to delivering restaurateurs and suppliers with knowledge and information to help drive profitable growth in their business.

After broadcasting a live television talk show series in 2016 that showcased practical solutions to the current curry crisis, in April 2017 it launched *Season 2: The Restaurant Talent Show* on Channel 5 television. The show found 12 winners out of 96 participants and 24 finalists. The winners were invited back in 2018 to compete for the Winner of Winners title. Now in *Season 3* a new form of the reality show was launched to recognise the outstanding creative talents of menu development managers and executive chefs chosen from 12 restaurants of the last Season. The businesses had been tasked with creating new healthy dishes.

A team of mystery diners and judges, with considerable experience of menu operations, marked the dishes that were created by the participants. Selected mentors helped them with advice and guidance. Instead of focussing on celebrity chefs and TV cooks, we've sought out the professionals behind the pass who are breaking a sweat, innovating and pioneering. And this year, for the first time, we're celebrating them officially.

We're thrilled to have such top talents involved in the shows, from seasoned professionals and renowned establishments to many up-and-coming chefs and restaurants. After three successful Seasons with the expansion of the awards in a new look, we can't wait to see what the *Restaurant Talent Show 2019* in *Season 4* will reveal.

Learning, discussions, dishes, demonstrations, experts and trends to invigorate your operation from day one; creative chefs, tastings, attractions, experts and connections to inspire your work for years to come – beyond that is a mix of unexpected happenings and lucrative coincidences that can and will happen when 600 plus restaurant professionals, parliamentarians, dignitaries and media persons get together to shape curry industry for the next few years. One thing is clear, the impact of the Brexit crisis is still being felt today.

The conference and this magazine shed light on where we stand now and, perhaps, where we'll be in just a few short years. Restaurants across the country who are taking part in Catering Circle initiatives to develop the sector and/or watching the live show series on Channel 5 are playing their part to improve their businesses by operating more efficiently. In this, as in so many ways, they inspire other businesses within their communities.



Between these cultural tensions, opportunity spaces abound in which a brand can innovate.

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Towhid Shakeel

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Acknowledgement

Md Abdul Haque

Special Thanks

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Nadia Ali

Meet the Presenter

Nadia Ali began her media career 8 years ago on a live Children's TV programme, which was beamed into thousands of Asian households across UK & Europe. Nadia's media career has always been defined by her love for Bangladesh and passion for the Bangladeshi culture.

Nadia has hosted many prestigious award ceremonies & talent shows across the UK on a number of Asian TV Channels, which include B4U, Channel S, ATN Bangla and NTV.

She also hosted on an international platform which was the first ever international reality show in Bangladesh in 2011, following the journey of 10 young adults from across the world in the search for their forgotten roots.

Since then she has been involved in many community projects in the UK and Bangladesh and has recently been appointed as a Director for "British Bangladesh Chamber of Women Entrepreneurs". Nadia has been recognised and awarded by many organisations for her involvement in the community.

Nadia made a transition from live tv to live radio on the BBC Asian Network. Nadia's show is aired every Sunday evenings on the BBC Asian Network, connecting the community with events in the UK, inviting special guests & holding discussions. She also brings the latest news, entertainment & fresh beats of Bangladeshi music and culture.

Alongside Nadia's media career, she was employed as a Bank Manager in 2008 for one of the largest retail banks in the UK. Since then Nadia qualified as a Barrister in 2012 and is currently a member of Lincolns Inn.

Meet **the Artists**



Yousuf Ali Khan
UK

Surtaal *Performing Arts*



Gerry Hunt
UK



Louise Elliott
Australia



Lilia Loncheva
Bulgaria



Ruijun Hu
China

Surtaal organises and presents a variety of high quality programmes concerning South Asian music. It's Director is Yousuf Ali Khan, a renowned Tabla player of classical and ethnic music and an experienced teacher of Indian music in Local Education Authority and private schools. Thus the leadership of musical programming lies in high quality musical performance.

Here at Surtaal, they have a roster of high quality artists who can perform in varied programmes especially designed to meet the needs of sponsoring organisations and groups. They include instrumentalists of *sitar*, *sarod*, *tabla* and singers of classical, traditional, folk and modern songs and also dancers of different styles. They have experience in working with local schools and organisations, workshops, jazz orchestras, as well as with many renowned eastern and western musicians and singers. They have also played on radio and television, in the UK and abroad. Some of its members have had the privilege of playing for Queen Elizabeth and HRH Prince Charles.



Ahmed us Samad Chowdhury JP

FISMM, FCMI, FIH
Chairman, Channel S

Congratulations to the awardees of Season 3: The Restaurant Star Show. I am all too delighted to have this opportunity of interacting with all of you here tonight and I can assure you that since the beginning of placing this media platform for our culinary leaders, curry operators and different stakeholders of catering success, we've been no less busy pursuing our goals for which you have converged together over the last four years at our shows and annual business conferences.

We have a glorious past in our curry trail in the British soil, which started more than two hundred years ago. British love of curry flew the flag for successful integration. True that now the curry industry is in turmoil. But we can't afford to jeopardise our track of success.

It is inspiring to see the new dishes that were created and the thought and creativity that went into designing and showcasing them. With the community working as a whole and the industry pulling together, we are now making some great steps to tackling the problems head on. As Brexit approaches we must continue to stand together to weather the challenges ahead.

I believe, with our relentless commitment in ensuring a lasting legacy for the curry industry and our quest for solutions to the problems identified, we have an amazing year ahead of us.



Md Abdul Haque
Vice Chairman, Channel S

I welcome you all this evening and am proud to say that this is the 4th year of the Catering Circle initiative. We have had overwhelmingly support from the sector, community and public since our beginning. Our TV audiences have been pulling in over half a million audience reach and this evening we have over 700 people in the catering industry and business leaders in attendance. This event is highly timely as only later this month the UK may exit from the EU and how we navigate Brexit is a question the industry have been desperately asking over the last 4 years with now the reality very much upon us.

On the night of the conference and awards, we reveal three best restaurants in the UK in creating new dishes – as voted for by our academy of chefs, restaurateurs, food writers and culinary experts – as well as present three individual awards, culminating in the unveiling of the Catering Circle Restaurant Star of the Year. The aim of finding the winner and a new dish was to look at ways we could adapt in changing industry and economical times. We wanted to go back to our roots- or the kitchen! By reigniting our creative and culinary skillset again we have been able to prove that we can reinvent ourselves and find dishes that will impress and entice new customers.

We have never given up trying to help the industry through providing live chat shows, discussions and debates and a media platform through Channel S. Let us all group together and maintain our dedication to this industry by supporting our curry houses, the backbone of our community's livelihood to prosper and most importantly survive as we sail into uncharted territories.



Mahee Ferdhaus Jalil
Founder, Channel S

Congratulations to the winner and finalists of tonight and all winners of previous years and to all of the participants who presented such a high standard that it was really difficult to choose the winners, and a heartfelt thank you to all of you who took part. I want to welcome everyone to the Catering Circle's 4th Business Conference and the Restaurant Star Show Awards.

There are, as we all know, huge pressures facing the restaurant industry in the UK. And at the bizarre Brexit scenario, there is a high degree of consensus that the pace of change is likely to quicken, that its exact effects are hard to predict, and that all of us – citizens, the business communities, and government agencies – would do well to engage now to try to ensure that we are in the best place possible to take advantage of the opportunities that will come, and to mitigate the risks that are also coming.

The Catering Circle exists to put consumers first – to try and ensure that the interests of the people who eat food are properly understood and protected, and that citizens are engaged with the issues that affect their food supply and empowered to help shape the industry to meet their needs. We are committed to playing our part effectively, and are looking forward to working in partnership with others in supporting the development of the best food culture possible.

The Catering Circle's live television shows and annual business conferences are our opening contribution to what we believe is an important discussion – we look forward to hearing your contribution.



Taz Choudhury
Managing Director, Channel S

Tonight's Restaurant Star Show Awards is the conclusion of a comprehensive competition we watched in last two years on Channel S.

I sincerely appreciate Catering Circle for its initiatives to create a platform, where all the stakeholders engage for a meaningful solution towards the challenges that the curry industry has been grappling with. At the same time I encourage all concerned to render all necessary support to this industry for its sustenance and further development.

I would like to thank our sponsors and production team of Channel S - without everyone's continued support we simply would not have been able to come this far. We all share a relentless commitment to save the curry industry and I am proud that we are all taking this journey together.

I would like to congratulate all of tonight's award winners, finalists and participants of the creative dish competition and we, from Channel S and Catering Circle team, look forward to continuing to serve our industry with research and insights that will help improve business in 2019 and beyond.



Catering Circle

Catering Circle challenges Status Quo of traditional dishes as the UK prepares to leave EU

The Catering Circle has been on a spectacular journey since its incarnation in 2015 and it feels surreal to think that the date the UK exits the EU will take place later this month. On the one hand, we can anticipate staff shortages, the costs of goods increasing and more competition. On the other hand, there are more opportunities to be sought for trade. As the UK takes control of more of its border, opportunities arise for Britain to do more trade with Commonwealth countries and with non-EU countries. I will be interested to see how the British-Bangladeshi trade relationship develops and how we can work together to solve issues around the migration of non-EU skilled migrants. No doubt, these issues will be discussed in this evening's ever important Brexit panel.

The Catering Circle started off exploring the Curry Crisis up and down the country with national roadshows. We evolved to the point we realised we had to return back to the heart of it all- the kitchen- working *in situ* with the tools of the trade: spices, ingredients, tastes and flavours to come up with a new dish that challenged the traditional dishes we offered on our menus, simultaneously heralding a new healthy dish customers can enjoy.

Thus our aptly titled Season 3 Restaurant Star Show looked at finding exactly this healthy dish under the specifics of Menu



Innovation and Pricing. Participants demonstrated sheer grit and determination to invent and create innovative signature dishes which not only had to be healthy but also had to come in as a plated dish at £14.95 or higher demonstrating a high gross profit (GP). The Catering Circle team travelled to each of the participant's restaurants to watch, understand and record the recipes that had been devised. The team then went onto set a range of gruelling and ambitious tasks to the participants. This involved customers testing the new dishes and giving their feedback and ratings. The Semi Final became even more heated whereby the restaurants had to venture into a college in London and train catering apprentices to see how easy or hard it was to make the dish! Finally for their final task the restaurant had to market the dish to the wider public maximising their PR potential as well as justifying the cost.



We evolved to the point we realised we had to return back to the heart of it all- the kitchen- working in situ with the tools of the trade: spices, ingredients, tastes and flavours to come up with a new dish ...



A lengthy process the restaurants had to jump many hurdles and it is commendable how hard they worked to fulfil their tasks. As Season 3 came to its conclusion, it gave me great satisfaction to see how the younger generation got involved with innovative ideas re-energising our love of the industry and how we were making steps to revitalise it. In total 7 judges- 3 panel judges and 4 special judges participated in a live voting count to find the 'Star Winner' with 2 runner ups. All of whom will be awarded and celebrated tonight.

We all know that the majority of our restaurants are losing money hand over fist and it is only a really small minority that are really successful and able to see a profit from their daily hard work.

Our concept this year has been to reverse the depiction of doom and gloom and celebrate those restaurants that have been successful, hear their stories and through the Catering Circle give them a platform to showcase their talent.

Thus, as a result our attention for Season 4 and our shows in 2019 will turn to Successful Restaurants by launching the Restaurant Talent Show. This will take place on Channel S every fortnight. We will celebrate the successful stories through interviews, clips, behind the scenes looks at the venues.

Although our focus will be on cost saving ideas and how to increase revenue- two issues our caterers asked us to look into

as their top priorities, we will also work with the Restaurant talent show to explore the main 12 issues we found during our 'R&D' and national Road Shows. These include menu innovation, healthy options, new concepts, technologies, marketing as well as staffing issues.

To ensure we have offered everyone a fair chance to have their story heard we have also offered an alternative option of being able to showcase their journey via print. For those who are camera shy amongst us we have been able to capture their success story in our first edition of the Success Stories Book that we have published this year. The remarkable stories and journeys the curry houses have to share will no doubt serve as memories for years to come.



The Catering Circle was set up as a dedicated platform to help identify issues within the catering industry and work towards finding remedies. I am proud to say we stand shoulder to shoulder with our curry house owners and fully support them in their fight for survival.

Md Abdul Haque
Executive Producer
Catering Circle



Catering Circle

A media platform for the catering industry to identify problems, discuss and address the issues, and formulate solutions through active participation of caterers and other key stakeholders

Regional Roadshows 2015

Top 5 Identified Issues

Oldham

October 2015

- Menu Pricing
- Staff shortages
- Poor Customer Service
- Strict Immigration Policies
- Lack of Operational Expertise

Birmingham

May 2015

- Shortage of skilled workers
- Ineffective cost-management
- Lack of unity and collaboration within the catering industry
- An aggressive monopoly conducted by the online orders companies
- Miscalculating and overestimating profit margins

Cardiff

August 2015

- Coping with overheads
- Unhealthy competition
- Shortage of skilled workers
- Inadequate branding and marketing
- Lack of interest from new generation

Bristol

June 2015

- Staff Shortages
- Immigration Raids
- Unhealthy competition
- Inadequate PR and marketing
- Lack of innovative healthy food options

Portsmouth

August 2015

- Lack of skilled staff
- No staff motivation and recognition
- Government's strict immigration policy
- Lack of IT skills and new technologies
- Lack of interest from younger generation

Edinburgh

September 2015

- Staff shortages
- Lack of IT training
- Lack of Staff motivation
- Healthy dish options needed
- Unity required within Curry Industry

Newcastle

September 2015

- Staff shortages
- Lack of official training institute
- Ineffective cost management
- Unity required within Curry Industry
- Inadequate marketing and branding

Luton

June 2015

- Dealing with Immigration Raids
- Shortage of skilled staff
- Insufficient training for technologies
- How to cope with increased overheads
- Lack of unity and collaboration in the industry

Essex

April 2015

- Menu pricing
- Unity in the catering industry
- Lack of skilled workers
- Business management according to the latest rate of VAT
- Aggressive business policy of the online companies

London

February 2016

- Grand Finale
- Business conference
- Moving towards finding solutions
- Tasters of upcoming Catering Circle TV show

TV Programme

Over the last three years, more than half-a million British Bangladeshi audience in the UK and more than a million viewers across Europe watched Restaurant Star Shows, Restaurant Talent Shows, talk shows, news and video clips of different shows arranged by the Catering Circle on Channel S.

2016 SEASON 1

The Catering Circle Show



2017 SEASON 2

The Restaurant Talent Show



2018 SEASON 3

The Restaurant Star Show



Next SEASON 4

The Restaurant Talent Show 2019



Episode Highlights

Season 3, 2018

THE RESTAURANT STAR SHOW



Channel 5
www.chsuk.tv

THE RESTAURANT STAR SHOW

Credentials

Executive Producer
Md Abdul Haque

Producer
Towhid Shakeel

Chief Advisor
Ahmed Us Samad Chowdhury JP

Catering Circle Executive Members
Altaf Hussain
Helal Malik
Forhad Hussain Tipu
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Acknowledgement
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MARS Shiplu

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Bahar Uddin

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IT Support
Fuad Hasan

TV Reporting
Muhammed Jubair

Guest Management
Olee Abdur Rahman
Nurul Amin
Mabrur Ahmed
Milad Ahmed

THE RESTAURANT STAR SHOW

Judges, Mentors, Participants

Host

Nadia Ali
Helal Malik

Participants

Montaz, Suffolk
Bayleaf Restaurant, London
Chilli Bar and Kitchen, Hertfordshire
Shafiques, West Sussex
Red Indian Restaurant, Hertfordshire
Cinnamon Spice, Kent
Royston Tandoori, Hertfordshire
The School of Spice, Surrey
Café Masala, Essex

Mentors

Dr Sanawar Choudhury
Dr Zaki Rezwana Anwar
Abdul Hoque Habib
Oli Khan
Sabbir Karim
Atikur Rahman
Waseem Sherwani
Arlene auf der Mauer
Mujib Islam
Abdul Bari

Panel Judges

Ahmed Us Samad Chowdhury JP
Mahee Ferdhaus Jalil
Md Abdul Haque
Professor David Foscett MBE
Enam Ali MBE
M M Kamal Yakub
Pasha Khandaker MBE
Shahgir Bakht Faruk
Helen Hokin
Hulya Erdal
Nikkita Mulchandani
Dilara Khan
Foysal Ahmed

Special Judges

Dr Shiraj Ali
Faruk Miah MBE
Soham Sonawane
Dilip Srinivasan
Shahena Ali
Shareena Ali
Fajli Bibi
Fahmina Chowdhury
Altaf Hussain
Forhad Hussain Tipu
Ruhul Shamsuddin



Slow Roasted Ox Cheek

Montaz



Ziaur Choudhrey



Tofozzul Miah

Battakh Bayleaf Restaurant



Abdul Kashim

Salmon Aspra Chilli Bar & Kitchen





Safwaan Choudhury

Anardana Chicken

Royston Tandoori

Ingredients and Recipe

FOR CHICKEN (shallow-fried on tawa)

Chicken breast, natural yoghurt

Dry tandoori spice rub

Fresh coriander

Iranian pomegranate sauce

FOR SAUCE (pan-fried separately)

Iranian pomegranate sauce

Anardana (dried pomegranate seed powder)

Mixed spice, Himalayan pink salt

Diced onions, chopped green chillies

Fresh coriander, olive oil

FOR GARNISH

Natural yoghurt

Rosewater

Iranian pomegranate sauce

Pomegranate seeds (fresh or frozen)

FOR DECORATION

Pomegranate seeds (fresh or frozen)

Methods

FOR CHICKEN

1. Butterfly the chicken breast.
2. Allow 5 minutes for marination. Mix the natural yoghurt with the Tandoori spice, marinate the chicken in this mix.
3. Add a dash of Iranian pomegranate sauce before shallow-frying the chicken on Tawa.
4. Cook chicken breast thoroughly and finish with coriander.

FOR SAUCE

1. Fry the onions until it appears golden, add mixed spice, Anardana (dried pomegranate seed powder) and a small amount of Himalayan pink salt.
2. Allow the mix to fry and add some Iranian pomegranate sauce and gravy.
3. Before finishing, add chopped green chillies and fresh coriander to add aroma and flavour.

FOR GARNISH

Simply combine natural yoghurt, some pomegranate seeds, rosewater and pomegranate sauce to create a smooth, naturally pink garnish. This sauce should be sweet, sour and fragrant.

FOR DECORATION

Decorate with pomegranate seeds and coriander.

SERVICE

Serve with rice and garnish.

Battakh

Bayleaf Restaurant N20

Ingredients and Recipe

Fresh breast of duck (with skin) 170g
2 organic baby carrots
5 baby potatoes
6 cubes of small diced fresh mango
1 tablespoon sliced garlic
1 tablespoon julienne ginger
1 tablespoon finely chopped green peppers
1 tablespoon finely chopped red peppers
3 tablespoon finely chopped onions
1 tablespoon green chilli paste
1 tablespoon turmeric powder
½ tablespoon deggimirch
3 tablespoon fresh lemon juice
3 tablespoon mustard oil
4 tablespoon coconut milk
1 tablespoon mango chutney puree
4 slit green chillies
1 tablespoon coriander
1 tablespoon crushed chilli
1 teaspoon mustard
1 tablespoon honey
Sea salt to taste

Methods

1. Preparation and cooking of Duck

Trim duck breast leaving skin on. Score duck skin and place on tray. Season with sea salt and crushed tellicherry black pepper. Place tray in rational self-cooking combi oven, inserting probe at 68°C on Pan Fry setting.

This will take roughly 8-10 minutes to cook. Meanwhile, the sauce will be prepared.

2. Preparation of the sauce

Heat mustard oil to smoking point, then lower the heat and add mustard seeds to crackle. Add sliced fresh garlic and stir. When slightly brown, add the finely chopped onions and peppers. Add julienne ginger soon after and stir for a minute on slow heat. Then add green chilli paste, followed by crushed chilli, turmeric powder and deggimirch.

Add some hot water to release flavours from the spices, as well as prevent it from burning. Cook for a further two minutes, or until the oil separates from the spices. Add mango chutney puree and honey.

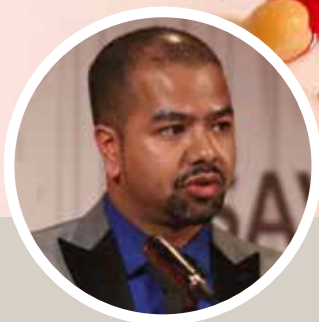
Add fresh diced mango and fresh half lemon juice. Add steamed baby potatoes and steamed baby carrots. Keep stirring and continue to cook for a further two minutes on high heat. Reduce heat and leave for a minute. The sauce is now ready (should take roughly 10 minutes to prepare from scratch) and can be prepared earlier before service if preferred.

Finally, the sauce, vegetables and duck are plated and neatly presented, ready to serve.



Tofozzul Miah





Ash Miah

Cinnamon Salmon

Cinnamon Spice

Ingredients and Recipe

Garlic, red onion
Spring onion
Black pepper
Salt
Turmeric powder
Tandoori massalla
Olive oil, lime juice
Tamarind sauce
Mint
Green and red pepper
Chat massalla
Radish
Lemon juice
Cucumber
Tomatoes
Lettuce
Green leaf
Salad dressings
Ckeakpeas
Cauliflower
Broccoli
Mixed vegetables

Methods

Prepare the following:

Chopped onion, garlic, tomatoes, green peppers, lettuce, carrots, coriander, lime and cucumber.

Marinate the salmon - in a special mint and chilli chutney sauce.

Heat the non-stick frying pan for 2-3 minutes, then slow the heat and pan-fry the salmon and turn every 40 seconds so it cooks to perfection.

Cook it for 4-5 mins.

Cook the rice with vegetables and stir-fry it around 2-4 mins on commercial cooker.

Prepare the salad like Mediterranean style:

Tomato, lettuce, cabbage, olive oil, cucumber, radish with salad dressing

Decorate the plate.

Serve in style with a complimentary Mango Lassi Drink.



Fahad Islam

Feast of Nawab

The School of Spice

Ingredients and Recipe

Chicken breast
Salt
Vegetable oil
Broadbeans
Carrots
Red and yellow peppers
Onion
Spring onion
Cardamom
Cinnamon
Bay leaves
Garlic and ginger paste
Chilli and curry powder
Natural yoghurt
Mixed herbs and saffron

Methods

1. Cut the chicken breast into goujons and marinate with a pinch of salt and a table spoon of vegetable oil.
2. Slice the vegetable (broadbeans, carrots and red and yellow peppers.
3. Finely chop the large onion.
4. Steam the chicken in a steamer for up to 18 minutes.
5. Steam the vegetable in a separate steamer for 15 minutes until it is soft.
6. Pour oil into the saucepan on a slow heat.
7. Once the oil is reasonably warm, add cardamom, cinnamon and bayleaves.
8. Add onion into the saucepan.
9. Once the onions are brown add 1 table spoon each of garlic and ginger paste into the saucepan.
10. Next, add chilli and curry powder into the mix – 1 large tsp each.
11. Add salt to your taste and leave the mix on the summer until the onions become a gravy paste consistency.
12. Add the chicken pieces and 1 mug of water into the mix and leave the chicken to cook for 12 minutes.
13. Then add 250g of natural yoghurt, mixed herbs and saffron to the chicken.
14. Leave the saucepan under a slow heat for 10 minutes.
15. Finely chop your spring onion and sprinkle onto the dish for garnishing.

Jalali Chicken

Cafe Masala

Ingredients and Recipe

Boneless chicken

Green herbal sauce (mint, parsley, garlic, greenchilli, green pepper, basil)

Mixed curry powder

Garlic and ginger paste

Methi leaves

Tomato puree

Onion, fresh tomato

Salt, youghurt

Accompaniments:

Pilau rice

Plate Decoration:

- Tamarind sauce

- Mint sauce

- Periperi sauce

- Fresh green salad - tomato, red onion, cucumber, lemon

- Paan (betel leaf)

Methods

1. Breast of chicken marinated and cooked in clay oven until tender (15 mins).
2. Heat pan, pour. 1 tea spoon of olive oil, ½ tea spoon garlic paste as well as ginger paste and chopped onion.
3. Add 1 tea spoon mixed curry powder, 2 table spoons of tomato puree, cook on slow heat.
4. Add 3 table spoon of handmade herbal paste, stir for 3 minutes, let simmer for blend of all components.
5. Can use chicken stock to TASB (thick chicken gravy).
6. Now add cooked chicken to the pan as well as fresh tomato and roasted methi leaves.
7. Cook for another 5 minutes on medium heat and add salt to taste.

Serving Method (Plate Decoration)

- Use vibrant coconuts to create wow factor.



Adnan Hussain



Kalanji Seabass

Red Indian Restaurant

Ingredients and Recipe

2 fillet sea bass, 4-6 tiger prawns, 3 cherry tomato cut in half

Fresh lemon juice, half onion, table spoon tomato puree, pinch of salt

Teaspoon sugar, half cafe lime leave, corn-flour, table spoon mixed powder

Hint of chilli powder, 1 teaspoon ginger and garlic paste

Sprinkle of ghee for rice

Cooked steam basmati rice - fit in rice dish

1 slice of lemon

Sprinkle of coriander

Large spoon of onion gravy

Bunch of fresh spinach

Garlic clove chopped

2 table spoon of vegetable oil

Plate Decoration:

- Mint leaves
- Radish
- Carrot
- Watercress

Methods

4 elements to the cooking to bring the dish together.

1. Fillet of seabass, marinated with mixed powder and fresh lemon juice and then pan fried for 6 minutes coated in cornflour. Skinned side first and turned over after 3 minutes.

2. Whilst sea bass is frying, make the sauce that will accompany the sea bass. Onion, garlic and ginger paste cooked with touch of salt, tomato puree, mixed powder, hint of chilli powder and add half leaves of cafe lime. Add 4-6 tiger prawns and cherry tomato, add large spoon of onion gravy and cook for 3 minutes. After that add 1 teaspoon of sugar and squirt of lemon juice. Cook for a little longer until sauce is fairly dry and leave to a side.

3. In a wok, have touch of ghee and add sliced lemon to cook for less than a minute. Add hot steamed rice and finish off with healthy amount of coriander. Place the rice in small ramekin provided.

4. On a frying pan, heat vegetable oil, add fresh chopped garlic, cook until golden and add the fresh spinach and then cook for less than a minute for spinach to whittle.

Pre-plated dish:

Sea bass will sit on the bed of cooked spinach with garlic whilst placing the sauce already prepared on top of the sea bass.

The lemon and coriander rice will accompany the dish, placed on the plate without the ramekin.

Finish off with garnish of mint leaves, watercress and pre-designed radish and carrot on the plate.



Aziz Miah





Abdul Kashim

Salmon Aspara

Chilli Bar & Kitchen

Ingredients and Recipe

Salmon fillet
Asparagus
Extra virgin olive oil
Sea salt
Garam masala
Mint paste
Chilli powder/flakes
Turmeric
Lemon juice
Garlic
Ground black pepper

Methods

Marinade for salmon

1. In a bowl, mix $\frac{1}{2}$ a cup of olive oil, $\frac{1}{2}$ tea spoon of sea salt, $\frac{1}{2}$ tea spoon of garam masala, $\frac{1}{2}$ tea spoon of mustard, $\frac{1}{2}$ tea spoon of mint paste, $\frac{1}{4}$ tea spoon of chilli powder, $\frac{1}{4}$ tea spoon of turmeric and $\frac{1}{2}$ of fresh lemon juice.
2. Mix in to a paste and coat the salmon and place in to chiller for 15 minutes.

For Asparagus

In a hot pan pour olive oil, add asparagus and stir for 2 minutes, add garlic, turmeric, ground black pepper and chilli flakes.

Stir for 5 minutes, serve with salmon.





Ziaur Choudhrey

Slow Roasted Ox Cheek

Montaz

Ingredients and Recipe

Ox cheek marinade

2 tablespoon garlic / ginger paste

2 tablespoon vegetable oil

2 tablespoon vinegar

4 tablespoon yogurt

1 teaspoon salt

1 teaspoon turmeric

1 tablespoon homemade dry roasted
garam masala

Methods

Marinate the ox cheek in the ingredients mentioned and leave overnight if possible.

Pre-heat oven at 280 degree for 30 minutes.

Put ox cheek in oven at 160 degrees and slow cook for 2 hours.

Spinach:

Rough cut spinach

Add vegetable oil, fresh garlic, mustard seeds, onions, salt, turmeric, butter.

Cook for 5 minutes.

Aloobantha:

2 medium potato roast or boil

Skin off and mash

Red onion, spring onion, mustard, mustard seed, curry leaf and salt



Sunset on the Seafront

Shafiques Restaurant

Ingredients and Recipe

Sea bass x 2
4 red/yellow cherry tomato
2 green pitted olives
1 sweet potato
20g pine nut
½ carrot
1 red pepper
Garlic infused oil (2 tablespoon)
Extra virgin olive oil (to season)
75g sultana
½ beetroot
½ pineapple
½ cup basmati rice
3 tablespoon vinegar
Black pepper (to season)
Himalayan pink salt/sea salt (to season)
½ mango (raw/medium – not ripe)
½ pomegranate
4 cloves garlic
100g mint
100g parsley
100g rosemary
Green peas
Fresh lemon

Methods

Pickle the beetroot – chop thinly with sliced carrot, vinegar (tablespoon), Himalayan pink salt and sliced red pepper. Add 2 tablespoon of water and put on a high heat until water is reduced. Taste to be slightly biting, not too strong. Leave aside to cool.

Pineapple salad – slice in cubes the mango and pineapple. Add pomegranate, garlic oil and 50g fresh mint leaves. Season with pink salt and black pepper and mix and leave aside.

Rice – Basmati rice with salted butter (10g) and pine nut and fry until all the rice has been seasoned. Put boiling water (to measure – 1 cup to ½ cup rice). Once water is reduced, add saffron (5g) and pomegranate.

Leave aside covered, until ready to serve.

Shot of India

Blend – Yoghurt (1 cup), mint (50g), coriander (20g), cumin seed (1 tablespoon), 2 chopped chillies and season with black pepper and salt. Blend until thin texture. In the meantime, place a steamer with water and boil.

Put in a bowl – black pepper (to taste), pink sea salt (to taste), extra virgin oil (1 tablespoon), parsley (50g), rosemary (50g) and fresh lemon/lime juice. Mix then place the sea bass into the mixture and leave for 2 minutes. Once the steamer is ready, place grease proof paper into bottom to stop it sticking, and place with lid shut for 3 minutes. Add the excess marinade into the bowl with the fillet of sea bass.

Once done, plate up.



Mohi Sami Uddin



Episode Highlights

Season 2, 2017

THE RESTAURANT TALENT SHOW



Channel S
www.chsuk.tv

THE RESTAURANT TALENT SHOW

Credentials

Executive Producer

Md Abdul Haque

Producer

Towhid Shakeel

Host

Nadia Ali

Chief Advisor

Ahmed Us Samad Chowdhury JP

Catering Circle Executive Members

Altaf Hussain

Helal Malik

Forhad Hussain Tipu

Ruhul Shamsuddin

Acknowledgement

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Taz Chowdhury

Mahbub Reza Chowdhury

Farhan Masud Khan

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MRPR

Graphics and Web

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M Alamgir

Kamruzzaman Rupok

Voice Artist

Andy Rowe

Video Editing

Abu Hena Kayes

Kamrul Hasan

MARS Shiplu

Online Switching

Ahad Ahmed

Camera and Light

Md Abu Jubayer

MARS Shiplu

Bahar Uddin

Transmission

Halimuzzaman Evan

Reza

IT Support

Zafar Sunnah

Fuad Hasan

TV Reporting

Muhammed Jubair

Guest Management

Tanim Chowdhury

Olee Abdur Rahman

Nurul Amin

Mabrur Ahmed

Episode 1

Menu Pricing and Cost Management

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Mahee Ferdhaus Jalil, *Founder, Channel S*
Pasha Khandaker, *Ex-President, BCA*
Sarah Ali Choudhury, *Indian Food Expert, Columnist*

Special Judges

M A Munim, *Ex-General Secretary - BCA*
Moinul Hussain, *Multi-Cuisine Operator*
Atique Chowdhury, *Multi-Cuisine Operator*
Sultan Babar, *Ex Press & Publication Secretary, BBCC*
Abdul Haque Habib, *MD, London Training Centre*
Atiqur Rahman, *Consultant Chef*
Dr Sanawar Choudhury, *Chartered Accountant*
Shahena Ali, *Chef, Nutritionist and Food Writer*



Winner: Adnan Hussain | Café Masala

Participants

Enamul Haque Kiron, *Spice Fusion, Kent*
Mujibur Rahman Junue, *Spice of India, Middlesex*
Suhel Ahmed Rumman, *Tower Tandoori, London*
Moidul Hussain, *Moidul's Restaurants, Middlesex*
Mohib Uddin, *Garden of India, Essex*
Adnan Hussain, *The Cafe Masala, Essex*
Raju Kamaly, *Secret Spices, Kent*
Murad Ahmed, *The Spice, Essex*



Finalist: Murad Ahmed | The Spice

Episode 2

Unity and Collaboration

Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP

Chairman, Channel S and Chief Advisor, Catering Circle

Baroness Manzila Uddin

Founder of All Party Parliamentary Group on Catering and Curry Industry

Dr Wali Tasar Uddin, Community Activist

Special Judges

Enam Chowdhury, Community Activist

Abdul Haque Habib, MD, London Training Centre

Dr Zaki Rezwana Anwar, Community Activist

Cllr Ayesha Chowdhury, Newham

Salim Siddique, Multi-Cuisine Operator

Forhad Hussain Tipu, Executive Member, Catering Circle

Abul Hayat Nurujjaman, Accountant

Wazid Hassan Shelim, Entrepreneur

Participants

Jamal Uddin Ahmed, Shozna Restaurant, Rochester

Syedur Rahman (Syed), Cuisine of India, Leicestershire

Jubar Ahmed, Alcombe Tandoori, Somerset

Fazla Rabbi Chowdhury, Gulshan Indian Cuisine, Hampshire

Kazi Farhan, Curry Stop Restaurant, Hertfordshire

Mizan Uddin, The Rose Valley, Guildford

Abdul Kashim, Chilli Bar and Kitchen, Hertfordshire

Gulam Robbani Ahad, Maharajah, Kent



Winner: Abdul Kashim | Chilli Bar and Kitchen



Finalist: Mizan Uddin | The Rose Valley

Episode 3

Embracing New Technologies

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel S*

Matthew Grist, *Consultant Chef*

Bajloor Rashid MBE, *President, UKBCCI*

Special Judges

M A Lais, MD, *Eurasia Food Services*

Abdul Bari, MD, *The Royal Regency*

Ana Miah, *Multi-Cuisine Operator*

Altaf Hussain, *CC Executive Member*

Tanim Chowdhury, GM, *Purple i Technologies*

Monowar Hussain, *Alist Distributor*

Abdul Khaled, MD, *Onerion*

Ajmal Mushtaq, *Celebrity Chef*

Participants

Ataur Rahman Lyak, *Rajdoot Restaurant, Surrey*

Faizal Hoque, *Sanjha, Surrey*

Abu Hamza Afzal Mahmood, *Ranna Takeaway, London*

Mohi Sami Uddin, *Shafiques Restaurant, West Sussex*

Md Muhebul Hasan, *Eastern Mangal, London*

Abul Monsur, *Taj Indian Cuisine, Kent*

Mohammad Anwarul Islam,
Lime Dine Ltd, Sidcup, Kent



Winner: Mohi Sami Uddin | Shafiques Restaurant



Finalist: Faizal Hoque | Sanjha

Episode 4

Healthy Food Options and New Concepts

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Mahee Ferdhaus Jalil, Founder, Channel S
Lisa Sohanpal, Co-founder and CEO, Nom Noms World Food
Yawar Khan, Chairman, Asian Curry Awards and FoBC

Special Judges

Adeel Shah, Roosters Piri Piri
Ruhul Shamsuddin, CC Executive Member
Abdul Bangura, Personal Trainer, Fresco Box
Shahena Ali, Celebrity Chef and Nutritionist
Hulya Erdal, Chef and Educator
Nazia Khatun, Body Transformation Coach
Atikur Rahman, Consultant Chef
Syed Akhtar, Nutritionist

Participants

Dilwar Hussain, Raj of India, Hertfordshire
Sharif Islam, Feast and Mishti, London
Ruhul Hussain, Indian Lounge, London
Tania Rahman, Chit Chaat Chai, London
Fahad Islam, The School of Spice, Surrey
Ibrar Wahid, Cocoa Latte, London



Winner: Fahad Islam | School of Spice



Finalist: Tania Rahman | Chit Chaat Chai

Episode 5

Food Safety and Health Safety Issues

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel S*
Helen Statham, *Operations Manager, Food & Workplace Safety, Licensing & Trading Standards at Ealing Council*
Shahagir Bakth Faruk, *Ex-President of BBCCI*

Special Judges

Abdul Hoque Habib, *MD, London Training Centre*
Arlene auf der Mauer, *Training Consultant*
Sultan Babar, *Ex Press and Publications Secretary, BBCCA*
Mohib Uddin Chowdhury, *Senior Vice President of BBCCI*
Raza Miah, *Senior Food Safety and Licensing Officer*
Arup Dasgupta, *Executive Chef, Holiday Inn*
Jamal Ahmed, *MD, Hamlets Training Centre*
Abdul Bari, *MD, The Royal Regency*

Participants

Ash Miah, *Cinnamon Spice, Kent*
Md Akbar Hussain, *Yuva, Hertfordshire*
Hafizur Rahman Kamaly and Monsur Ahmed
Panshi, Surrey
Rajed Shah Mannan, *Pathari's, Essex*
Sumon Ahmed, *Dalchini Spice, Shefford*
Saiful Islam, *Balti Mahal, Worcester*
Mohammad Afiz Hasan,
Olive Limes, Hertfordshire
Afzole Elahi, *Bellwaris, Hertfordshire*



Winner: Ash Miah | Cinnamon Spice



Finalist: Monsur Ahmed | Panshi

Episode 6

Attracting the Younger Generation

Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

Panel Judges

Rt Hon Stephen Timms MP, *East Ham*

Ahmed us Samad Chowdhury JP

Chairman, Channel S and Chief Advisor, Catering Circle

Dilara Khan, *Founder President, BBCWE*

Special Judges

Jamal Uddin Mokoddus, *Senior vice Chair, BCA*

Shahriar Ahmed, *Vice President, BBKA*

Syed Ahmed, *Founder and CEO, SAVortex*

Faruk Miah MBE, *Educator and Project Manager*

Minara Meghna Uddin, *Senior Youth Worker*

Imrul Gazi, *Vice Chair, Bangladesh Football Association*

Mahmud Shahnawaz, *Founder, DinnerShare.co.uk*

Helal Malik, *Executive Member, Catering Circle*

Participants

Safwaan Choudhury, *Royston Tandoori, Royston, Hertfordshire*

Jubair Ahmed and Hafiz Khan, *Khan's Restaurant, London*

Samiya Akthar, *Eastern Mangal, London*

Mohim Uddin, *The Ruby, Essex*

Tahir Rayhan Chowdhury Pabel

Jalsha Tandoori, Kent

Atikur Rahman, *Shish Legends, London*



Winner: Safwaan Choudhury | Royston



Finalist: Samiya Akthar | Eastern Mangal

Episode 7

Competing with Online Companies

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel S*
Amrit K Khera, *Digital Marketing Expert*
Eafor Ali, *Ex-President, BBCA*

Special Judges

Benji Massarin, *Brand Developer and Marketeer*
Ruhul Shamsuddin, *Executive Member, Catering Circle*
Matteo Ducci, *Digital Marketing Expert*
Samir Ibrahim, *Technology Consultant*
Anis Choudhury, *Entrepreneur and Community Activist*
Tanim Chowdhury, *GM, Purple i Technologies*
Forhad Hussain Tipu, *Executive Member, Catering Circle*
Jamal Uddin, *MD, London Design House*

Participants

Mithon Choudhury, *Mifta's Lالبagh Restaurant, Cambridge*
Mohammed Abdul Ahad, *Millennium Balti, Warwickshire*
Abu Hamza Afzal Mahmood, *Ranna Takeaway, London*
Rehan Raza Nayem, *Bengal, St Albans*
Ataur Rahman Lyak, *Rajdoot Restaurant, Surrey*
Nurul Hussain Kadir, *The Moghul, Kent*
Tofozzul Miah, *Bayleaf Restaurant, London*



Winner: Tofozzul Miah | Bayleaf



Finalist: A H Afzal Mahmood | Ranna

Episode 8

PR Marketing and Branding

Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP

Chairman, Channel S and Chief Advisor, Catering Circle

David Fernando, Digital Marketing Expert

Nahas Pasha, President, London Bangla Press Club

Special Judges

Christopher O'leary, *Digital Marketeer*

Shareena Ali, *Chartered Marketeer*

Joanna Kennedy, *Marketing Professional*

Sabir Karim, *Celebrity Chef*

Helal Malik, *Executive Member, Catering Circle*

Mujib Islam, *MD, Medialink*

Amirul Choudhury, *Entrepreneur and Vice Chairman, LBPC*

Abdul Khalid, *Digital Marketing Expert*

Participants

Aziz Miah, *Red Indian Restaurant, Hertfordshire*

Aki Rahman, *The Don, Milton Keynes*

Alom Hussain, *Mim Spice, Southend-on-Sea*

Mahbub Alam, *Zeera, Hertfordshire*

Raju Kamaly, *Secret Spices, Kent*



Winner: Aki Rahman | The Don



Finalist: Raju Kamaly | Secret Spices

Episode 9

Immigration, Staff Crisis and Recruitment

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel S*
John William Burton-Race, *Michelin Starred Chef*
Mustafa Kamal Yakub, *President, BCA*

Special Judges

Oli Khan, *Secretary General, BCA*
Sudha Saha, *Consultant Chef*
Hans Raj Ram, *CEO, Goldstar Chefs*
Abdul Hoque Habib, *MD, London Training Centre*
Tanim Chowdhury, *GM, Purple i Technologies*
Barrister Anawar Babul Miah
Ruhul Shamsuddin, *Executive Member, Catering Circle*
Abdul Bari, *MD, The Royal Regency*

Participants

Liton Hussain and Jamal Hussain, *Shamrat, Maidstone*
Zohirul Islam (Hiron), *Amala, Essex*
Mohammed Mukidur Rahman, *Sheen Tandoori, Richmond*
Hafiz Khan, *Khan's Restaurant, London*
Abdul Mushahid, *Silka Restaurant, London*
Shathil Islam, *Grillz on Wheelz, London*
Fazla Rabbi Chowdhury, *Gulshan Indian Cuisine, Hampshire*
Shamsul Alam Khan, *Haldi, Portsmouth*
Mikdad Khan, *Indian Diner, Bromley*



Winner: Shathil Islam | Grillz on Wheelz



Finalist: Jamal Hussain | Shamrat

Episode 10

Competition and Sustainability

Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP

Chairman, Channel S and Chief Advisor, Catering Circle

Prof David Foskett MBE

Chairman, International Hospitality Council

Foysal Ahmed, Chairman, BBBF

Special Judges

Abdul Bangura, Personal Trainer, Fresco Box

Ana Miah, Multi-Cuisine Operator

Waseem Sherwani, Director, Welcome Skills

M M Faizul Haque, Joint Chief Treasurer, BCA

Saidur Rahman Bipul, Chief Treasurer, BCA

Benji Massarin, Brand Developer and Marketeer

Helal Malik, Executive Member, Catering Circle

Mahbub Rahman, TV Chef and YouTuber

Participants

Abdul Sabur, Zaffran Indian, Essex

Rehan Uddin, Bombay Express, Torquay

Md Waliur Rahman Chowdhury, Spice Hut, Kent

Nazmul Haque Naz, Rajpoot Restaurant, Essex

Abul Hussain, Saffron Indian Diner, Kent

Julal Syed, Taj Tandoori, Cambridge

Hydor Hussain, Curry Garden, Essex



Winner: Rehan Uddin | Bombay Express



Finalist: Julal Syed | Taj Tandoori

Episode 11

Financial Planning

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Md Abdul Haque, Vice Chairman, Channel S
Hulya Erdal, Chef Educator
Pasha Khandaker, Ex-President, BCA

Special Judges

Abdul Malique, Director, Bluestone Cover
Iqbal Hussain, Management Accountant
Shuber Ahmed, Corporate Financial Analyst
Cedric Salvedorai, Chief Operating Officer, Berkeley & Wharf
Dr Sanawar Choudhury, Chartered Accountant
Kamru Ali, Accountant
Shajanur Raja, Multi-Cuisine Operator
M A Mukit Miah, CEO, Simple & Smart Insurance Services

Participants

Muhidur Rahman, Bengal Lancer, London
Intiaz Khan, Raj Gate, Amersham
Raju Rahman, Basil Spice, London
Mohammad Siddqur Rahman,
Raj Garden, Hertfordshire
Ziaur Choudhury, Montaz, Suffolk
Kabir Ahmed, Cinnamon, West Sussex



Winner: Ziaur Choudhrey | Montaz



Finalist: Adam Hussain | Basil Spice

Episode 12

Business Compliance and Training

Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP

Chairman, Channel S and Chief Advisor, Catering Circle

Helen Walbey

Policy Chair for Health and Diversity, FSB

Enam Ali MBE, *Founder, British Curry Awards*

Special Judges

Rehanuz Zaman, *Environmental Health Officer*

Arlene auf der Mauer, *Training Consultant*

Maria Ahmed, *YouTube Celebrity*

Shahena Ali, *Chef, Nutritionist and Food Writer*

Fahmina Chowdhury, *BDM, Meridian Grand London*

Ian Dun, *Director, ID Development Training*

Dr M G Moula, *Entrepreneur*

Jamal Ahmed, *MD, Hamlets Training Centre*

Participants

Aziz Miah, *Red Indian Restaurant, Hertfordshire*

Dilwar Hussain, *Raj of India, Hertfordshire*

Md Akbar Hussain, *Yuva, Hertfordshire*

Nasir Uddin, *Riyadz, Essex*

Zakaria Chowdhury, *Mughal Knight, Suffolk*



Winner: Aziz Miah | Red Indian



Finalist: Zakaria Chowdhury | Mughal Knight

Episode Highlights

Season 1, 2016

THE CATERING CIRCLE SHOW



Channel S
www.chsuk.tv

THE CATERING CIRCLE SHOW Credentials

Executive Producer
Md Abdul Haque

Producer
Towhid Shakeel

Hosts
Mahee Ferdhous Jalil
Ahmed Us Samad Chowdhury JP

Co-hosts
Nadia Ali
Helal Malik
Ruhul Shamsuddin

Chief Advisor
Ahmed Us Samad Chowdhury JP

Catering Circle Executive Members
Altaf Hussain
Helal Malik
Forhad Hussain Tipu
Ruhul Shamsuddin

Acknowledgement
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Taz Chowdhury
Mahbub Reza Chowdhury
Farhan Masud Khan

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MRPR

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Kamruzzaman Rupok
Shafi Ahmed

Voice Artist
Rez Kabir
Andy Rowe

Video Editing
Abu Hena Kayes
Kamrul Hasan
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Episode 1

Menu Pricing and Cost Management

- Plan and design your menu very carefully and keep your menu size in check
- Categorise menu items according to profit and popularity levels
- After a menu is planned and cost calculated, price each item accurately
- Maintain the Ideal Food Cost Pricing Method
- The actual cost of a menu item (direct + indirect costs) divided by your ideal food cost percentage (typically 30%)
- $\text{Raw Food Cost of Item} \div \text{Desired Food Cost Percentage} = \text{Price}$
- Update your menu and prices at least once a year
- Raise the level or number of sales by just 5%
- Raise the average price of sales by 5%
- Lower your cost of sales by 5%
- Lower your fixed costs (overheads) by 5%
- Make sure your staff is thoroughly trained and has memorised the menu
- Reduce your cost of sales through more effective purchasing
- Reduce payroll and other direct costs
- Reduce fixed and variable costs raising staff awareness of company policy
- Maximise income from high margin products
- Maintain consistency through applying strict principles of portion control
- Consider reducing food portion size, if your clientele are not 'regulars/repeat business'
- Reduce wastage through staff awareness and training, regular stock control and good stock rotation practices

Episode 2

Unity and Collaboration

- Organisation members must take the lead to change the leaders or direction when necessary
- Establish a credible collective body/an alliance for unity and collaboration
- Find a competent leader who can lead the change
- Determine a clear, common and compelling purpose, which is clear, relevant, significant, achievable and urgent
- Ensure team alignment with the vision, direction, and values of the body or business that will be extremely productive and motivated
- Grow together to produce an energy and momentum, immensely greater than when done individually, with feedback, reciprocity, and education
- Build community environment creating highly driven teams with collaboration, celebration, and communication
- Avoid Individuality: It will destroy team unity
- Effective Processes: Constantly evaluate the effectiveness of key processes, asking how are we doing? What are we learning? How can we do it better?
- Practise Maslow's Hierarchy of Needs



Season One Solutions

Episode 3

Embracing New Technologies

- Use appropriate EPOS System
- Use digital menu (apps, boards)
- Engage on social media. Build a local following, post photos and special offer, stay active
- Set up and invest in your restaurant website
- Set up a Google account and improve in your Search Engine Optimisation (SEO) strategy
- Register with review site
- Set up a blog on your website
- Make it a Wi-Fi Hotspot
- Add a reservation widget
- Introduce mobile ordering and payment solutions.
- Register with dining apps
- Send out digital coupons
- Use tablets for self-checkout
- Build loyalty with SMS Marketing
- Equip your kitchen well with modern appliances
- Use innovative kitchen technologies

Episode 4

Healthy Food Options and Adopting New Concepts

- Innovative Healthy Menu Planning - customise menu according to the survey responses from your diners
- When planning, consider - new healthy recipes; vegetarian dishes; religious and ethnic diets; time of year and weather; type of customer
- Turn to healthier versions of Asian food
- Healthy Indian Food Options Strategies: a) watch the MMMs - Masala, Makhani, Malai, Ghee factor; b) build some heat, c) lighten up coconuts and currys, d) ½ cup (105 calories) serving of rice is nice
- Menu Design - showcase your culinary philosophy and brand attributes featuring traditional healthy dishes and ingredients
- Balance with variety of ingredients, colour, flavour, texture, portion, presentation and price
- Bring new concepts like lunch-time trade, street food, stone cooking (Hot Rock), different Build Your Own (BYO) food experiences
- Create an attractive atmosphere. Consider human senses - taste, sight, lighting, table layout, painting, colours, cooking process, sound, music, smell and aromatic scents
- Know Your Customers. Be attentive. Make your service exceptional. Create customer connection
- Promote the health benefits of Indian food, for example, turmeric is a cure for many health issues including Inflammation and Alzheimer's



Episode 5

Food and Health Safety Issues

- Having a 5-star rated food business is essential for good business
- Thoroughly complete the Safer Food, Better Business (SFBB) folder and the opening and closing checks are undertaken on a daily basis
- Attend Food Safety Training seminars or courses and beware of food safety hazards
- Understand the role of the Environmental Health Officer and what type of actions can be taken depending on risk such as Emergency Prohibition, Hygiene Improvement Notices, Formal Samples, Inspection hand written report or letter
- Monitor efficiently the food safety standards via checklists/audits and take appropriate action
- Have adequate Employers Liability Insurance (Health and Safety)
- The trained staff must make sure that the food they are serving to their customers must be hazards free - free from physical, chemical, allergenic and microbiological contaminations
- Maintain a lawful system called HACCP (Hazard Analysis Critical Control Point) to get 5-Stars from your local Council
- Be alert to the sources of these 4 hazards with 5Ps:
 1. Premises or place, 2. Person, 3. Pets
 4. Pest, 5. Products (raw)
- The businesses are required to follow 5Cs:
 1. Cleaning and Disinfection
 2. Cooking, 3. Cross Contamination
 4. Chilling, 5. Caring Management

Episode 6

Attracting the Younger Generation

- Change attitude. Pay attention to employee feelings of engagement, empowerment, purpose, and sense of control. Have solid foundation of trust and integrity
- Provide a diverse working environment. Make work schedules flexible. Review wage level, benefits, appraisals, annual leave arrangement and management, paid holiday, sick pay, etc. Ensure long-term job security
- Amend training process and staff management systems when necessary. Manage the people you employ – from managers right through to service and kitchen staff
- Use high quality reliable products, and have excellent customer service. Pay attention to environment and social responsibility
- Attract YGs by offering more of what they want! Offer internship and compelling aspects of work culture - training, career development and personal growth
- Offer fun incentives like work outings and friendly workplace competitions. And know your brand is everything
- To attract the younger generations as customers
- Understand their world. Deliver an emotional and personalised experience
- Reward and value them. Create a rich dining experience
- Provide healthier food faster
- Offer custom preparations and portions
- Demonstrate value instead of concentrating on price
- Embrace technology and update your website's design



Season One Solutions

Episode 7

Competing with Online Companies

- Use your own Online Ordering system on your website. Do your own marketing for online orders. Connect to customers with Online and Mobile Ordering
- Go "Off Grid"- avoid being listed in third party online ordering and online booking companies' website
- Capture contact information. Build your email marketing database
- Write your marketing plan: targeting the right audience with a consistent message for your restaurant
- Use Tech Tools like restaurant point-of-sale systems (ePoS), tablet point-of-sale for iPad and Android, accounting software, CRM applications, and business intelligence platforms that sync multiple databases to easily visualize data in different ways
- Use Social Media and Apps to drive sales. Facebook marketing for building online orders. Well run campaigns can acquire new customers
- Give customers a reason to order from the website. For example, perks such as 10% off the first online order or a £5 loyalty coupon for every 10th order
- Make sure the online ordering system allows for customers to leave feedback and can send e-coupons
- Make sure search engine listings are correct. Google offers a free local listing. Additionally, some keyword advertising can help ensure the restaurant website comes up when customers search online
- If a phone message is being used at the restaurant, this message is a great place to let customers know they can now order online

Episode 8

PR, Marketing and Branding

- Formalise your brand standards. This includes mission statement, logo, graphics, guidelines, etc
- Make a marketing plan. Daunting? Start small and work up to a six-month or a year-long plan
- Let your menu be a tour guide. This can be accomplished through photos and/or creative text. Consider hiring a skilled copywriter to craft a compelling menu
- Let your good quality food, your flawless service, your unique selling point and identity make an emotional connection with your customers
- Use PR and Social Media to bring in new customers
- Look for local angles/celebrities. News that has a community hook will help you get valuable local exposure
- Make sure to send out a press release every time something truly new is happening with the restaurant
- Make your customers feel good giving them a smile. Find out more about your customers. Sense what your customer might like or want
- Hire people with whom your customers will feel great. Train your staff to value every customer
- Get a responsive website that looks great on desktop, tablet and mobile phone
- Engage in social media and digital marketing
- Start an email database. Create a customer loyalty program. Reward regular customers. Invite your most loyal customers to a private party. Provide special offers to influential customers. Organise, days or evenings, Happy Hour, Theme Nights, when you offer large discounts on certain drinks, meals or on the entire menu



Episode 9

Immigration, Staff Crisis and Recruitment

- Lobby parliament to reduce threshold for chef wages to £18,000 and ease immigration
- Lobby parliament for giving options to the undocumented individuals of work permit, temporary NI number, tax payment, etc to gradually legalise them
- Multiple use of labour (eg., one chef can work for 2-3 restaurants)
- Use technology, EPOS, Online Ordering to reduce labour cost
- Train non-Asians and innovate your business with New Concept, Fusion Food, etc
- Offer internship and compelling aspects of work culture - training, flexibility, career development and personal growth
- Change attitude. Pay attention to employee feelings of engagement, empowerment, purpose, sense of control and future development
- Pay extra attention to finding the perfect employees. Utilise Job Centre Plus, Gumtree, Social Media for recruiting staff, get help from Learn Direct
- Have solid foundation of trust, integrity, collaborative team efforts, and creative approaches
- Review wage level, benefits, appraisals, annual leave arrangement and management, paid holiday, sick pay, etc. Ensure long-term job security
- Inspire your staff as well as your management team. Establish and maintain a solid management structure - exemplary, committed and motivational
- Pay attention to high quality reliable products, excellent customer service, environment and social responsibility

Episode 10

Competition and Sustainability

- Set your menu prices carefully. Have Better Pricing, Marketing Promotions and Social Media Strategy; Better E-Mail Campaigns and Feedback from Customers
- Identify Customers, Target, Re-target and Retain them for life. Know 'what to sell' to those 'who needs them'
- Understand Customers, Products, and Businesses.
- Build Employee Loyalty. Pay attention to high quality reliable products, excellent service, environment and social responsibility
- Define and Expose your BRAND. Sell Benefits NOT Features
- Communicate 'WITH' and 'TO' your Customers; Identify their needs, empower and engage them; leverage relationships and exceed customer expectations
- Use EPOS System to Increase revenue. Enter the Restaurant CRM. Expand your Customer Database. Track employee productivity
- Improve your loyalty and gift card programmes. Ask customers to join loyalty programme and let them check their gift card balance online anywhere, anytime
- Use EPOS system to aid your Menu Engineering Efforts
- Identify the actions needed to Reduce Waste, Engage Staff, and Use Local Resources
- Redesign and Refurbish your restaurant for greater efficiency
- Cultivate relationships with the suppliers in your network
- Leverage your restaurant's position at the centre of a network of producers and consumers to disseminate information and ideas

Season One Solutions

Episode 11

Financial Planning

- Learn the 'ins' and 'outs' of the business. Learn from other people's mistakes
- Create SUSTAINABILITY STRATEGY understanding the restaurant's operations
- Think carefully about the present condition/status to identify all the opportunities to pursue sustainability objectives
- Be PASSIONATE about your business. Understand marketing, HR, finance, the Law etc
- Determine your Unique Sales Position. Always compete on great service
- Have a solid, up-to-date BUDGET
- Design your MENU very carefully. Assess your menu regularly, update periodically and remove items that are not selling. Use EPOS system to aid your Menu Engineering Efforts
- Keep your start up COSTS as LOW as possible. Be prepared with a business plan and a realistic breakdown of costs
- Perform WEEKLY INVENTORY to be aware of potential revenue management, waste plus theft
- Use WEEKLY REPORTING to analyse Sales/Costs to better manage my cash flow
- Use integrated EPOS System to focus on food, Time Management, and PROFIT MAXIMISING

Episode 12

Business Compliance and Training

- Think about general business POLICIES and PROCEDURES. Give more time, commitment, effort and attention to your business. Get the RIGHT PAPERWORK. Use Common Sense
- Comply with and abide by the RULES and REGULATIONS set out clearly in the FOOD SAFETY ACT OF 1990, FOOD SAFETY (GENERAL FOOD HYGIENE) REGULATION 1995 and then directives came from EU
- Have adequate PUBLIC LIABILITY INSURANCE in case of any accidents involving yourself, your staff or your customers on your premises
- Have CONTENTS RESTAURANT INSURANCE that covers whatever contents you include on your policy
- Get appropriate FOOD HYGIENE CERTIFICATE for the pleasure of your customers and the continued success of your business
- Complete the SAFER FOOD, BETTER BUSINESS (SFBB) folder thoroughly and ensure the opening and closing checks are undertaken on a daily basis
- Observe a lawful system called HACCP (Hazard Analysis Critical Control Point). Get 5-Stars from your local Council
- Every food handler from 'Porter to Proprietor' must undergo certain food related TRAININGS
- The steps might include buying, storing, preparing, cooking, cooling, re-heating, cleaning, caring management and serving
- Must provide your staff with training at least Level 2 Food Safety in Catering
- The trained staff must make sure that the food they are serving to their customers must be hazards free - free from physical, chemical, allergenic and microbiological contaminations



Online Ordering System

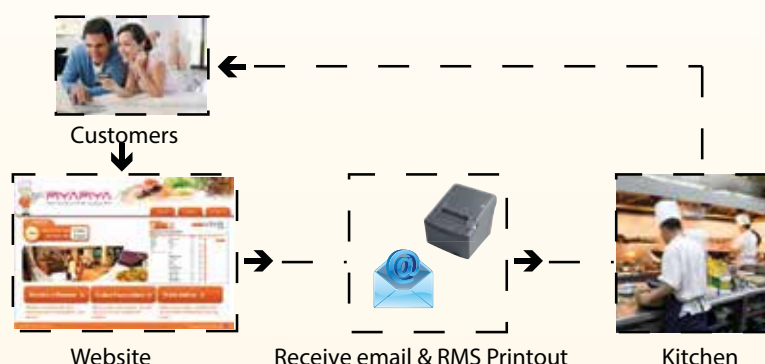
web solution for your business



dineNET allows restaurants and take-away outlets to take customer orders via their own website. As more and more people are using the internet to order goods and services, it is essential that your business has an online presence. In the past due to the high costs involved, only the large companies have been able to provide this service to their customers. Now with dineNET anyone can provide an online ordering facility to their customers, without spending a huge amount of money. So if you don't have online ordering, you are missing sales!

“ 40 percent of retail sales in the UK will be made online by 2020 ”

(online price comparison service u Switch)



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- ✓ Reduce cost of using marketing companies which charge a commission on sales. Use dineNET to take orders from existing customers and only use marketing companies for new customers.
- ✓ Save on printing and distributing menus as customers can view your up to date menu and offers online
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Restaurant Management System

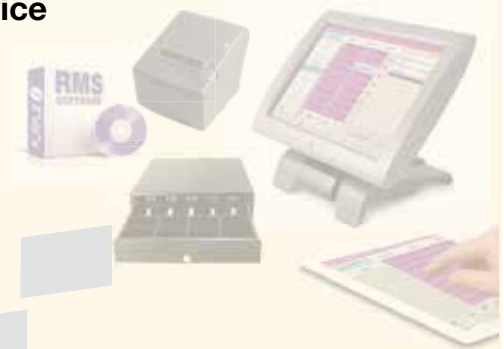
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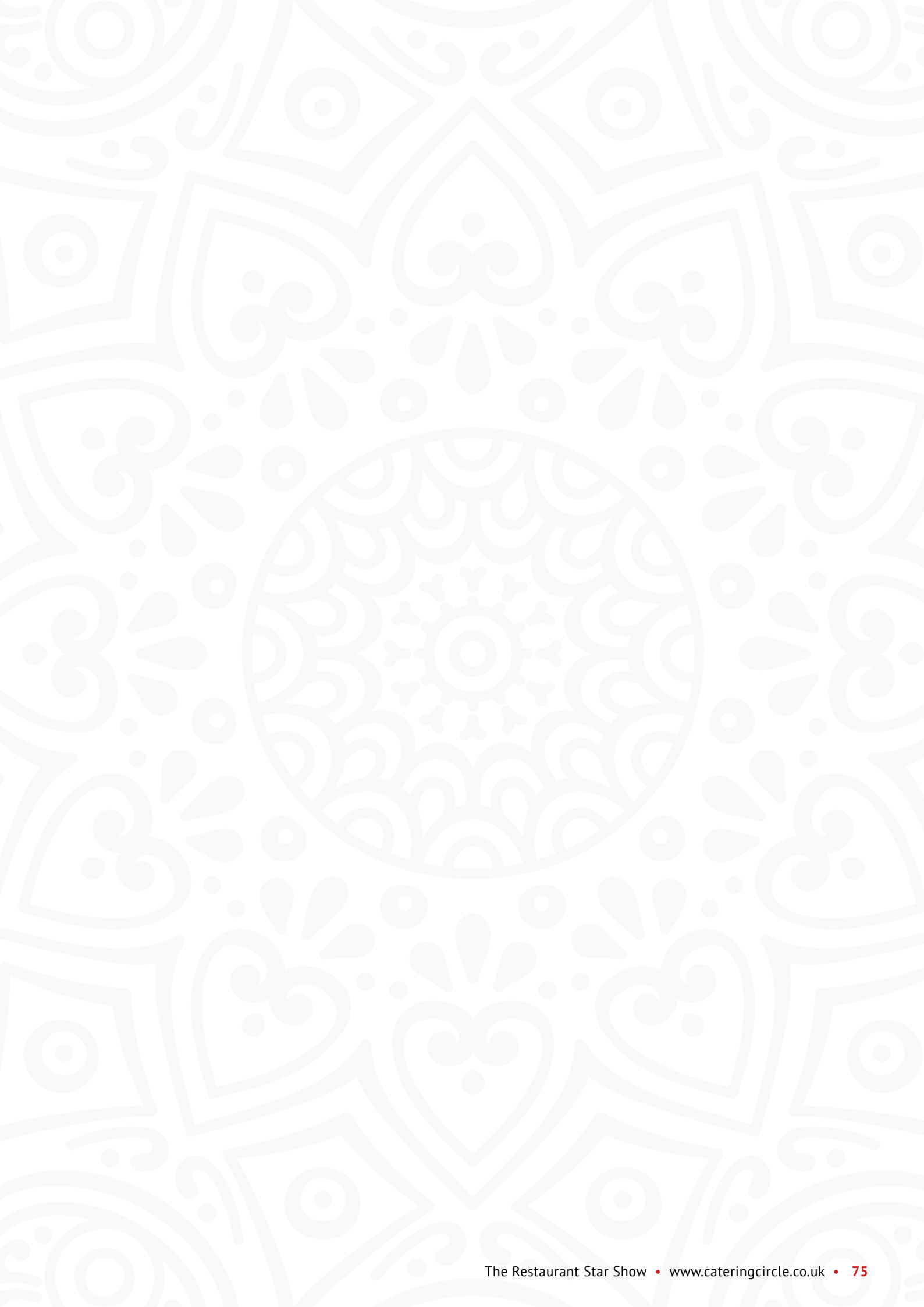
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In Richard II's reign (1377-1399) the first real English cookery book was written. Richard employed 200 cooks and they, plus others including philosophers, produced a work with 196 recipes in 1390 called *'The Forme of Cury'*.

Source: The British Library



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